

# Career Academy

## What exactly is a career academy?

- a program within a school that combines a college preparatory curriculum with a career focus.
- It provides unique learning opportunities through extensive business partnerships, integrated instruction, hand-on learning, field studies, service learning, career shadowing, co-ops, and internships.

## Why is it beneficial for students?

- Academies link classroom learning to career goals, helping students to see relevance of what they are learning in the classroom.
- Students receive a more personalized education thanks to the team of teachers who work together to meet the needs of the student, both as a learner and as a young adult.
- Students who complete an approved academy program may be eligible to receive the Florida Gold Seal Vocational Scholars Award, which pays for 75% of the tuition and fees at a Florida public institution of higher learning.
- Academies provide students with real world experiences that help build a resume and gain experience in the work force.
- Academies encourage students to push themselves to higher levels in a challenging field, something that colleges look favorably on no matter what the student ultimately decides to major in when they get to college.



### Contact Information:

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New Smyrna Beach High School



How will this apply to *my* life?

- Operate the school's campus and online retail store
- Learn professional marketing software such as Photoshop, Illustrator, InDesign, and Final Cut
- Produce a school entertainment and sports paper
- Design sports media guides, logos and slogans
- Plan campus and city wide events
- Express and develop your creative skills with business and marketing projects
- Videotape and edit sporting events including athlete interviews
- Partner with local businesses in sponsorship opportunities
- Prepare for job fairs and interviews with community professionals



## Courses

### Entertainment & Sports Marketing:

#### Essentials:

- Be introduced to the Adobe Suite—Photoshop, Illustrator, and InDesign
- Produce the ESM paper, media guides and print advertisements



#### Applications:

- Marketing aspects will be learned through the production of commercials, T.V. shows, and movies
- Operate an on-campus retail and internet store



#### Management:

- Develop the skills to become a business and marketing leader
- Learn how to run a business, manage finances, and host major events



#### Principles of Entrepreneurship:

- Simulated business development and operation to realistically evaluate the potential to become a business owner
- Develop the fundamental knowledge and skills necessary to start and operate a business



Room 5-203  
Open 7:30 to 3:00

### Store includes:

- T-Shirts
- Polos
- Hoodies
- Mirrors
- License Plates
- Watches
- Pens
- Lanyards
- Bracelets
- And more!

